



Texas Department of Health
Osteoporosis Advisory Committee
Regular Meeting Minutes
November 22, 2002

The Osteoporosis Advisory Committee met on Friday, November 22, 2002, at the Joe C. Thompson Center, Room 2.120; University of Texas at Austin Campus.

Advisory Committee Member(s)

Present:

Mickey Bielamowicz, Ph.D., R.D., L.D.
Wanda Franklin, M.B.A.
Bill Griffin, M.D.
Judy Headley, Ph.D., R.N.
Keli Hawthorne, R.D., L.D.
James McKinley, M.D.
Steven Petak, M.D., J.D., F.A.C.E.
Sharon Robinson, Ph.D., M.S., R.D.
Rogene Tesar, Ph.D., R.D., L.D., C.M.R.T.
Susannah Wong
William Wong, Ph.D., M.S.

Advisory Committee Member(s)

Absent:

Martha Hinman, Ed.D., PT
Mickey Jacobs, M.S.H.P.

Registered Guest(s):

Leslie Cortés, M.D.
Jack Douglass, Procter and Gamble
Niti Goel, M.D., Procter and Gamble
Camille Hemlock, M.D., TDMHMR
Brenda Knowles, M.S., R.D., L.D.
Rudy Ruiz, M.P.P., Interlex
Mauricio Sampayo, Eli Lilly
Tim Von Dohlen, J.D., R.Ph.
Jerri Ward, M.A., R.D., L.D.

TDH Staff Member(s) Present:

Gina Baber, BWH
Jan Hudson, BWH
Janet Lawson, M.D., BWH
Chan McDermott, BWH
Margaret Méndez, BWH
Victoria Morin, BWH

Welcome and Introductions of Members

Bill Griffin, M.D., Chair

Chairman Bill Griffin called the meeting to order. Dr. Griffin expressed his appreciation for the outgoing members of the Osteoporosis Advisory Committee (OAC). This was the final meeting for committee members Rogene Tesar, Wanda Franklin and Mickey Bielamowicz, who served on the OAC since it was formed in 1996. Roma Ball, who resigned from the committee due to illness, was invited to attend as a guest but could not be present.

Approval of Minutes

Bill Griffin, M.D., Chair

The minutes of the July 12, 2002 meeting were reviewed and approved.

**Report on Baseline Results from
Study of Bone Health in Middle School Girls**

Jerri Ward, M.A., R.D., L.D.

Ms. Jerri Ward reported on baseline results for Incorporating More Physical Activity and Calcium in Teens (IMPACT), a research project with the University of Texas Health Science Center at Houston, for which she served as Project Director. The study sought to improve bone health in adolescent girls by increasing the consumption of foods high in calcium and increasing the amount of weight-bearing activity. The primary hypotheses of IMPACT for the girls who went through



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the intervention were to have a higher calcaneus ultrasound stiffness index, consumption of two more servings of calcium-rich foods daily and increased daily physical activity than the girls who were in the control group.

The secondary hypothesis of IMPACT was to have the girls in the intervention group demonstrate self-efficacy in their ability to choose calcium-rich foods, expand their knowledge of bone health, increase their mean intakes of calcium, and partake in more physical activities during the day. The group consisted of students at twelve middle schools, divided into six intervention schools and six control schools. Measures for the study included stiffness index, height, weight, demographic data, and pubertal status. A food frequency questionnaire, self-administered physical activity checklist, and a questionnaire on the knowledge, self-efficacy, stages of change they had obtained of calcium, osteoporosis and physical activity were also administered.

Intervention components included:

- curriculum, including 6th and 7th grade lessons, and a physical activity manual;
- physical education – girls participated in daily weight-bearing activity;
- school food service – increased calcium-rich food choices and promotion of calcium-rich foods.

Key lessons learned:

- nutrition education can be successfully delivered through a physical education class, but it ought to be an active lesson;
- the girls may not select the high calcium foods offered in school cafeterias;
- having the girls keep journals as part of their lessons is beneficial; the lessons and activities need to be enjoyable.

Ms. Ward will have follow-up results available to the committee by spring, 2003.

Member comments:

There is an interest in the problems of high phosphate levels and bone metabolism, since high phosphate levels, specifically in soft drinks, can increase the level of a hormone that can cause damage to bones. It was suggested that some education needs to be done to show the potential damage that phosphate-loading can have.

Staff was asked to comment on these issues. Ms. Méndez answered that there has been an extensive effort by TDH in the last few months to look at the impact of nutrition and physical activity on chronic disease.

Discussion of Nursing Home Pilot Project

Judy Headley, Ph.D., R.N.

Dr. Griffin introduced Mr. Tim Von Dohlen and Dr. Leslie Cortés to the committee. Mr. Von Dohlen is an attorney and pharmacist with the Von Dohlen Group. At the July OAC meeting, Mr. Von Dohlen, whose management group oversees nursing homes throughout the state, offered to



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work with the committee on the development of a nursing home pilot project to reduce falls and fractures in the long-term care population. Dr. Cortés serves as the Director of Medical Quality Assurance in the Department of Human Services. He provided the committee with a handout for information – “Falls and Fractures in Texas Nursing Homes”.

During the July OAC meeting, Dr. Judy Headley formed a subcommittee to further explore this project. Members of this subcommittee are: Dr. Judy Headley (lead), Susannah Wong, Dr. Martha Hinman, Dr. Sharon Robinson, Dr. Steve Petak and Mr. Tim Von Dohlen.

Dr. Headley explained that the idea for this pilot project initially came about because of the committee’s interest in fragility fractures resulting from osteoporosis. Some ideas for the project are:

- conducting a medication review
- administering a survey instrument
- assessing patients’ vitamin D and calcium levels
- studying peripheral bone densitometry using heel ultrasonography
- testing for balance, strength, and body mass index
- using hip pads on patients

These initial procedures were suggested by committee members as a more direct way to prevent hip fractures from falling than pharmacological interventions. Members also agreed that by identifying elders with high risks of falls and fractures, and by expanding proven interventions to prevent falls and educating seniors, family members, caregivers and healthcare providers, a reduction in the incidence of elder falls and repeat falls, as well as fractures, can be achieved.

Dr. Petak felt that this study is not dealing enough with the issue of how many of the patients actually have osteomalacia. It was suggested that patients must be assessed nutritionally first to determine who really has osteoporosis versus who has osteomalacia. It would be important to answer the question “How many of these patients have other factors that are contributing significantly to their inability to function well and to their bone health?”

After confirming that the committee wants to pursue this project, Dr. Headley stated that she would need to get more information to expand on her report, set guidelines and create a timeline before the next meeting.

**Presentation on Breastfeeding Initiative
with Texas Medical Association**

Chan McDermott, M.P.A.

Ms. McDermott discussed the success of the Texas Breastfeeding Initiative (TBI), which started in 1998 with the Texas Medical Association. Information on this Initiative was given as a model for how osteoporosis activities could be expanded.

The TBI determined what systems had an impact on breastfeeding within the supply-side (health-care providers), the demand-side (new mothers and their babies), and the system-side (institutions



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such as TDH, medical schools and professional associations). The taskforce determined what the current state and ideal state of breastfeeding was within each of these areas, and what actions were currently being taken for breastfeeding promotion. This brainstorming created a framework that helped TBI form a strategic plan.

The TBI taskforce prioritized items by need, impact and feasibility and developed a vision, a mission, and goals. Their vision was to improve the health of Texas mothers and infants by promoting breastfeeding. Their mission was to create an environment in Texas that totally supports breastfeeding mothers. Specific goals set by the team were to increase breastfeeding rates.

In an agency contest, each program in TDH was charged with developing ways to promote breastfeeding in their area. External partners for TBI included doctors, researchers and academicians, and various organizations like TMA, THA, and TNA. The primary functions of these partners were to review activities, provide input, publicize TBI through their own activities and attend meetings whenever able. TDH staff from programs across the agency also provided support.

The TBI taskforce first identified a contact within TMA, set up meetings with the contact to discuss the potential role for TMA, and identified a joint project: Physician Packets. The Physician Packets were developed by TDH with input from the TMA contact and were mailed out in TMA envelopes accompanied by letters from TMA and the Commissioner.

TMA included info about TBI and TDH Breastfeeding Training in their newsletters. The TMA contact attended TBI meetings when possible, assisted in development of questions for physician survey/focus groups, and assisted with the composition of the position statement of Infant Feeding.

The Texas Breastfeeding Initiative has been a success, as the activities of TBI were integrated into WIC and the Bureau of Women's Health, as well as written into Title V performance measures. Also, while TBI did not meet all of its stated goals, all of the measurable breastfeeding rates did show a marked improvement.

Summit 2003 Update

Rogene Tesar, Ph.D., R.D., L.D., C.M.R.T.

Dr. Tesar gave updates for the upcoming summit and asked Ms. Baber to give a brief demonstration of the Osteoporosis Toolkit. Ms. Baber explained that the toolkit contains a collection of informational materials to be distributed to the conference attendees. Materials included are: overview of osteoporosis, OAC annual report, resource guide, community action guide, ethnically-targeted brochures, poster from NOF, curriculum guide, and conference notebook. Members were asked to vote on inclusion of the video "Still Standing" in the toolkit. After discussion, the committee voted unanimously not to include the video.



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Member Acknowledgements

Bill Griffin, M.D., Chair

Dr. Griffin presented out-going members with certificates of appreciation and flowers: Ms. Wanda Franklin, Dr. Mickey Bielasowicz, Dr. Rogene Tesar, and Ms. Roma Ball (in absentia). Dr. Tesar will continue to serve as Chair of the Conference Planning Subcommittee and the Certification Subcommittee.

Program Update

Gina Baber

Ms. Gina Baber gave updates for the Osteoporosis Education Program:

- The Annual Report for FY 02 was completed and sent to the Board of Health in September. OAC members were mailed a hard copy.
- The Board of Health held a working lunch on July 25, 2002, which Dr. Griffin attended. The Chairs of the BOH-appointed advisory committees were given updates on TDH projects and exceptional items that are being proposed to the legislature in the upcoming session.
- The “Cultural Tools Beyond Communication” Conference that was to have been held on November 21, 2002 has been postponed until next summer.
- An initial draft of the osteoporosis strategic plan was included in the meeting packets for perusal by the committee. With the assistance of Elaine Braslow, a strategic plan for the state was developed. At a prior meeting, the OAC had prioritized recommendations made by three workgroups participating in the state strategic planning meeting. These priority areas, which are the first fracture and glucocorticoid initiatives, bone densitometry certification and worksite wellness, were chosen as the key areas for the committee to work on for the remainder of FY 02 and FY 03. Two of the three areas will be addressed at the Summit, 2003.
- With the support of Drs. Griffin and Tesar, the program submitted a request for a full-time administrative technician position for the Osteoporosis Program. The original legislation approved two full-time employees to support the program.
- Twenty-four applications were submitted to the BOH to fill four vacancies for consumer members and three vacancies for non-consumer members. At a meeting on November 21, 2002 the Board of Health appointed the following new members:
 - Ms. Gloria Hicks, consumer member, Corpus Christi
 - Ms. Wiki Erickson, consumer member, Waco
 - Ms. Deborah Kaercher, consumer member, San Antonio
 - Ms. Sharon Marshall, consumer member, Fort Worth
 - Dr. Jose Loera, other member, Galveston
 - Dr. Marjorie Jenkins, other member, Amarillo



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- Dr. Andrew Eisenberg, other member, Madisonville
- The third and final phase of projects for the Awareness Campaign that were initiated in FY 00 and FY 01 were completed in FY 02. These included:
 - Worksite Education Module: production of a worksite video and accompanying health promotion materials for employees;
 - Distribution Network: establishment of a network to distribute material to physicians and healthcare professionals;
 - Awareness Campaign in Houston Asian Community: translation of materials into Chinese and Vietnamese to target the Asian population in Houston;
 - Toolkit: actual kit for distribution of materials to physicians and healthcare providers;
 - Southern Living Magazine: advertisements targeting 45-55 year old women.The program also undertook an extensive campaign to distribute existing print materials statewide through a broad variety of local and regional networks. In a grassroots effort to target populations in Texas, over 420,000 brochures were disseminated during FY 02.
- There was a remaining \$50,000 in the program budget towards the end of FY 02. Funds were spent as follows:
 - \$3,900 to hire a temp to help with osteo projects and the mail-out of materials;
 - \$6,000 for supplies;
 - \$40,000 for an awareness campaign to distribute cultural materials (brochures).
- As a byproduct of the Osteoporosis Distribution Alliance, Interlex developed a slogan and logo for the Osteoporosis Program that will be a part of the Awareness Campaign for FY03.

Presentation on Osteoporosis Brand

Rudy Ruiz, M.P.P.

Mr. Rudy Ruiz presented the committee with a brief background on Interlex and their involvement with the Osteoporosis Program at TDH. Interlex is a full-service, multi-cultural agency with experience in both health care marketing and public sector communications.

Interlex's recent work with the Osteoporosis Program involved the distribution of existing collateral materials in Regions 11, 9-10, and 1, targeting TX women 45-55. They also created the Osteoporosis Education Distribution Alliance (OEDA), a network including HEB, Lopez Supermarkets, and Curves Fitness for Women. Interlex has supported OEDA through a value-added communications kit that includes a letter, fact sheet, poster, an online banner, and print-advertising for its media partners.

For their FY 03-05 plan, Interlex is seeking to establish a graphic logo and positioning statement based on "Stand Strong through the Seasons of Life".

Mr. Ruiz outlined Interlex's strategic long-term campaign, which included the following goals:



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- creating consistency of messaging;
- expanding message content to balance fitness and nutrition;
- using radio, print, collateral, web and paid media;
- increasing statewide support by leveraging partnerships and expanding OEDA;
- creating segmented test markets in the Kingsville/Corpus Christi area, targeting the 50+ aged population with promotion of bone density tests, and focusing on identification & follow-up;
- creating segmented test markets in the Lubbock, San Angelo, or Midland area, targeting the 35-50 year-old population with highly targeted paid media; directing traffic to a user-friendly website, and focusing on prevention & risk factors.

A member reported that this campaign idea is similar to the national one being done by AACE. Interlex will look into this further.

Election of Officers for 2002-2004

Rogene Tesar, Ph.D., R.D., L.D., C.M.R.T.

A committee election was held to appoint officers for chair and vice-chair. These officers will serve terms from December 2002 – December 2004. The committee voted unanimously that Dr. Bill Griffin shall continue to serve as Chair and that Dr. Judy Headley shall serve as Vice-Chair.

**Update on Bone Densitometry
Certification Recommendation**

Rogene Tesar, Ph.D., R.D., L.D., C.M.R.T.

Dr. Rogene Tesar presented her update on the committee's recommendation on July 12, 2002 to require certification of those who perform bone densitometry tests:

- "The Osteoporosis Advisory Committee recommends that the Texas Department of Health Bureau of Licensing and Compliance require all individuals who operate Dual Energy X-ray Absorptiometry (DEXA) machines to obtain Certification in Bone Densitometry through passing a written examination given by either the American Registry of Radiologic Technologists (ARRT) of the International Society for Clinical Densitometry (ISCD) within one year of performing bone densitometry procedures."

A letter was sent to Mr. Rick Bays, Associate Commissioner for Consumer Health Protection, with the OAC recommendation. Mr. Bays suggested that an ad hoc group from the Medical Radiologic Technologists (MRT) and Osteoporosis Advisory Committee (OAC), the Texas Medical Association (TMA) and the Bureau of Radiation Control be formed to evaluate and discuss the OAC recommendation.

An Ad Hoc Committee on Bone Densitometry was formed to examine the recommendation of the OAC. Members of this committee met on November 15, 2002.

Several Ad Hoc Committee members expressed concern regarding the possible cost of certification were this proposal to be accepted. The committee requested more data regarding the extent of the problem of poor-quality bone densitometry.



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Dr. Tesar opened the floor for suggestions from the committee about acquiring data for improving quality standards, which will be decided upon by a joint workgroup of the subcommittee at the next meeting of the Ad Hoc Committee on January 10, 2003. Dr. Tesar thinks that letters for physicians or other parties might be helpful, which include examples of poor-quality scanning to share and explain the problem.

Dr. Tesar commented that the members of the Ad Hoc Committee realized that they didn't have the necessary data to make a decision across the board. She has asked TDH to investigate what other states are doing in their requirements for operators. In some states, only Radiologic Technologists can operate the machines, while in others, no credentials are required (as in TX and WA).

Committee members suggested Dr. Petak and/or Dr. Tesar present technical information to the Ad Hoc Committee.

Approval of Next Meeting Date

Bill Griffin, M.D., Chair

After discussion, it was agreed that the next meeting will be held February 28, 2003 – meeting time and location will be announced at a later time.

Public Comment/Adjournment

Bill Griffin, M.D., Chair

There was no public comment and no further business, and the meeting was adjourned at 2:20 p.m.